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Abstract for: MOTORSPORTS SPONSORSHIP A REVIEW OF LITERATURE

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ABSTRACT

Sponsorship is an extremely important integrated marketing tool for public relations practitioners. This literature review examined motorsports sponsorship, as it pertained to public relations practitioners. The research revealed that there are three main topics in motorsports sponsorship research: the effectiveness of tobacco sponsorship in motorsports, motorsports sponsorship affects on corporate stock prices, and the effects of fan loyalty on motorsports sponsorship. This literature review examined how all three areas of motorsports sponsorship can be valuable to public relations practitioners, and where future research is needed.